

## Statewide Lodging Performance Second Quarter 2008

Market Year	Occupancy	ADR	RevPAR	Demand	Supply
<b>United States</b>					
2007	66.7%	\$103.32	\$68.88	271,146,657	406,712,076
2008	65.0%	\$107.29	\$69.71	270,769,629	416,729,284
% change	-2.5%	3.8%	1.2%	-0.1%	2.5%
<b>Mountain Region</b>					
2007	69.1%	\$96.35	\$66.58	33,155,274	47,983,355
2008	65.6%	\$99.56	\$65.30	32,402,950	49,405,761
% change	-5.1%	3.3%	-1.9%	-2.3%	3.0%
<b>State of Arizona</b>					
2007	68.0%	\$101.77	\$69.19	6,165,021	9,068,489
2008	63.4%	\$104.44	\$66.25	5,929,714	9,348,589
% change	-6.7%	2.6%	-4.2%	-3.8%	3.1%
<b>Metro Phoenix</b>					
2007	66.4%	\$115.14	\$76.45	3,173,142	4,779,237
2008	60.3%	\$118.37	\$71.42	2,980,442	4,939,427
% change	-9.1%	2.8%	-6.6%	-6.1%	3.4%
<b>Metro Tucson</b>					
2007	66.0%	\$93.33	\$61.58	910,348	1,379,746
2008	63.2%	\$97.67	\$61.78	894,940	1,414,963
% change	-4.1%	4.7%	0.3%	-1.7%	2.6%
<b>Flagstaff AZ</b>					
2007	74.0%	\$79.24	\$58.62	331,591	448,211
2008	70.9%	\$79.22	\$56.19	323,154	455,587
% change	-4.1%	0.0%	-4.1%	-2.5%	1.6%
<b>Non-metro AZ</b>					
2007	71.9%	\$85.11	\$61.20	1,958,212	2,723,229
2008	69.0%	\$87.46	\$60.34	1,939,398	2,811,392
% change	-4.1%	2.8%	-1.4%	-1.0%	3.2%

**Source: Smith Travel Research-** The information contained in this report is based upon independent surveys and research from sources considered reliable but no representation is made as to its completeness or accuracy. This information is intended solely for the internal purposes of your organization and should not be published in any manner unless authorized by the Arizona Office of Tourism and Smith Travel Research.

N/A = Not Available

\* % change compared to last year